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ABSTRACT

This document presents the results of Glendale Community College's (California) 2002 Spring Student Survey, which collects demographic data along with student views of the college. The 2002 survey focused on issues related to planning and evaluation as a result of Glendale's commitment to revisiting the Educational Master Plan. Student responses for the past six surveys (1997-2002) are shown in three sections: (1) demographic information; (2) student response to technology items; and (3) student evaluations of college experiences. Key findings for 2002 include: (1) 60% of credit students are female; (2) nearly 70% are non-native speakers of English; (3) 87% of credit students report having Internet access at home or work; (4) 79% of students are satisfied with their educational experience; and (5) 49% rate campus life, including clubs and student government, as excellent or good. Students were also asked why they chose to attend Glendale. The most frequent responses to this question were the college's proximity to their home (46%) and the advice of family and friends (40%). Appended is a discussion of the research method. (RC)

Glendale Community College

# Student Views 2002

## Results of the 2002 Spring Student Survey

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# Summary

## Introduction

This report presents the results of Glendale Community College's 2002 Spring Student Survey. Every Spring semester, Research & Planning conducts a survey of credit students to collect demographic data and student views of the college.

The 2002 survey focused on issues related to planning and evaluation. During 2002, the college is revisiting its Educational Master Plan. One component of this effort is the identification of institutional strengths, weaknesses, and priorities. Many questions on the 2001 and 2002 surveys related to students' satisfaction with different aspects of their education at GCC (see pages 11 to 13).

Results are shown in three sections. Section 1 (pages 1 to 8) shows student responses to demographic items. Credit student demographics have remained relatively stable over the past five years. Approximately 60% of credit students are female (page 2) and nearly 70% are non-native speakers of English (page 3).

Section 2 (pages 9 to 10) shows student responses to technology items. Computer and Internet access have continued to increase. About 87% of credit students report having Internet access at home or work (page 9).

Section 3 (pages 11 to 13) shows student evaluations of college experiences. About 79% of students are satisfied with their educational experience at GCC (page 13), but only 49% rate campus life, including clubs and student government, as excellent or good (page 13). Students were also asked why they chose to attend GCC (page 13). By far the most frequent responses to this question were the college's proximity to their home (46% of students) and the advice of family and friends (40% of students).

## Reading the Tables

The tables shown in the following pages follow the same format. Student responses are shown for the past six surveys (1997 through 2002). The percentages shown are percentages of students responding to the question; missing or multiple responses are not included in these percentages. In each table, the number of missing responses ("No Response") and the number of total student surveys is shown.

For a discussion of methodological and sampling issues, please see the appendix starting on page 14.

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## 1. Demographic Items

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1	Entry Year	What was your first year and term at GCC?
1	Age	How old are you?
2	Sex	What is your sex?
2	Schedule	When are most of your classes scheduled?
2	Units	How many units are you enrolled in this term?
3	Born in US	Were you born in the United States?
3	US Citizen	Are you a United States citizen?
3	English	Was English the first language you learned as a child?
4	Ethnicity	Which best describes your ethnic/national background?
5	Work	How many hours of work are you paid for each week?
5	Financial Aid	If you are receiving any financial aid this term, mark all that apply.
5	SEP	Have you worked with a counselor to develop an SEP?
6	Goal	What is your educational goal?
6	Enrollment	Are you taking any classes elsewhere this semester? If yes, where?
7	Education	What was your father's education level when you started at GCC?
7	Education	What was your mother's education level when you started at GCC?
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8	ZIP Code	What is your work ZIP code?

## 2. Technology Items

Page	Topic	Item
9	Computer	Do you have a computer at home?
9	Internet	Do you have Internet access at home?
9	Internet	Do you have Internet access at work?
10	Cancellations	Have you used the GCC web site to check class cancellations?
10	Books	Did you buy books online from GCC this semester?

## 3. Satisfaction Items

Page	Topic	Item
11	Scheduling	Did you have any problems getting any classes this semester?
11	Scheduling	Is the Schedule of Classes available in time for you to get your classes?
12	Scheduling	Which semester length do you prefer?
12	Progress	Are you moving as quickly as possible toward your educational goal?
13	Marketing	Which of the following influenced your decision to enroll at GCC?
13	Satisfaction	How would you rate the following aspects of your education at GCC?

# 1. Demographic Items

## What was your first year and term at GCC?

YEAR	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
This year	17%	16%	17%	12%	14%	15%
One year ago	26%	27%	26%	35%	31%	35%
Two years ago	19%	20%	19%	26%	21%	21%
Three years ago	14%	12%	13%	13%	13%	12%
Four years ago	7%	7%	8%	6%	7%	6%
Five or more years ago	17%	17%	17%	8%	14%	11%
No Response	24	31	108	213	71	99
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

TERM	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Spring	37%	35%	38%	33%	35%	34%
Summer	10%	10%	9%	11%	10%	12%
Fall	53%	56%	53%	56%	56%	54%
No Response	286	291	369	631	539	607
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

### Comments

- About 50% of all credit students entered GCC within the past two years.
- About 11% of credit students started at GCC five or more years ago.
- Over half of credit students entered the college during a Fall semester.

## How old are you?

AGE	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Under 18	1%	1%	4%	4%	2%	1%
18 to 21	39%	39%	37%	36%	39%	43%
22 to 25	19%	19%	18%	18%	16%	17%
26 to 30	14%	13%	13%	12%	12%	11%
31 to 40	18%	18%	16%	17%	19%	16%
41 to 50	7%	9%	9%	10%	9%	9%
Over 50	2%	2%	3%	4%	4%	4%
No Response	65	78	108	56	45	21
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

### Comments

- Student age has remained fairly stable over the past five years, except for a recent increase in students 18-21.
- About 60% of credit students are 25 years old or younger.

# 1. Demographic Items

## What is your sex?

	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
SEX						
Female	61%	62%	62%	60%	61%	57%
Male	39%	38%	38%	40%	39%	43%
No Response	71	111	192	367	618	638
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

### Comments

- The percentage of female credit students has remained steady around 60%.

## When are most of your classes scheduled?

	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
CLASSES						
Day (before 4:30 pm)	36%	38%	38%	46%	46%	50%
Evening (4:30 pm or after)	35%	33%	34%	29%	35%	32%
Both	29%	29%	28%	25%	20%	18%
No Response	16	21	69	264	53	32
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

### Comments

- The percentage of students taking day classes only has increased from 1999 to 2001-2002.
- The percentage taking both day and evening classes has dropped from 29% to 18% in the past five years.

## How many units are you enrolled in this term?

	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
UNITS						
0.5 to 3.9	10%	9%	11%	9%	12%	9%
4.0 to 6.9	18%	17%	18%	17%	16%	18%
7.0 to 11.9	25%	25%	25%	25%	26%	27%
12.0 to 14.9	28%	33%	30%	35%	35%	36%
15.0 or more	19%	16%	17%	14%	12%	10%
No Response	127	35	51	168	70	28
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

### Comments

- Because it is a classroom survey, this survey oversamples full-time students. The percentage of full-time students at GCC in the Spring is approximately 30%.

# 1. Demographic Items

## Were you born in the United States?

	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
BORN IN US						
Yes	40%	37%	38%	38%	39%	36%
No	60%	63%	62%	62%	61%	64%
No Response	10	15	55	73	79	46
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

### Comments

- The percentage of U.S.-born credit students has been fairly steady at about 40%.

## Are you a United States citizen?

	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
US CITIZEN						
Yes	61%	58%	61%	62%	63%	55%
No	39%	42%	39%	38%	38%	45%
No Response	14	23	22	66	90	76
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

### Comments

- The percentage of U.S. citizens has decreased somewhat in the past year.

## Was English the first language you learned as a child?

	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
ENGLISH FIRST LANGUAGE						
Yes	36%	31%	33%	31%	32%	33%
No	64%	69%	67%	69%	68%	67%
No Response	53	53	51	123	96	76
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

### Comments

- The percentage of non-native speakers of English has remained steady at nearly 70%.

# 1. Demographic Items

Which best describes your ethnic/national background?

ETHNICITY	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
<b>American Indian</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>
<b>Asian/Pacific Islander</b>	<b>14%</b>	<b>15%</b>	<b>14%</b>	<b>14%</b>	<b>13%</b>	<b>15%</b>
Cambodian	0%	0%	0%	0%	0%	0%
Chinese	3%	3%	3%	3%	3%	3%
Japanese	3%	4%	3%	4%	2%	3%
Korean	4%	5%	4%	4%	4%	5%
Laotian	0%	0%	0%	0%	0%	0%
Vietnamese	1%	1%	1%	1%	1%	1%
Other Asian	2%	2%	2%	2%	2%	2%
Pacific Islander	0%	0%	0%	0%	0%	0%
<b>Black</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>2%</b>
Black/African-American	2%	2%	2%	3%	2%	2%
Caribbean/Black	0%	0%	0%	0%	0%	0%
<b>Caucasian</b>	<b>52%</b>	<b>51%</b>	<b>51%</b>	<b>51%</b>	<b>56%</b>	<b>57%</b>
Armenian	29%	32%	31%	32%	33%	38%
European ("Anglo")	20%	16%	17%	16%	20%	16%
Middle Eastern	3%	3%	3%	3%	3%	3%
<b>Filipino</b>	<b>5%</b>	<b>6%</b>	<b>5%</b>	<b>6%</b>	<b>5%</b>	<b>5%</b>
<b>Latino/Hispanic</b>	<b>22%</b>	<b>20%</b>	<b>23%</b>	<b>22%</b>	<b>22%</b>	<b>19%</b>
Brazilian	1%	0%	1%	0%	0%	0%
Caribbean/Latino	0%	0%	0%	1%	1%	1%
Central American	5%	5%	5%	4%	4%	4%
Cuban	1%	0%	2%	1%	1%	0%
Mexican/Chicano	10%	10%	9%	10%	10%	9%
South American	2%	2%	2%	3%	3%	2%
Other Hispanic	3%	3%	3%	4%	3%	3%
<b>Multiple Heritages</b>	<b>5%</b>	<b>5%</b>	<b>5%</b>	<b>4%</b>	<b>2%</b>	<b>3%</b>
No Response	100	50	73	98	101	76
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

## Comments

- Numbers in bold face are subtotals for major ethnic groups.
- The percentage of Caucasian students of European descent decreased to 16% in 2001.
- Four groups make up most of GCC's credit student population: Armenians (38%), Caucasian/Europeans (16%), Latinos (19%), and Asians (15%).

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# 1. Demographic Items

**How many hours of work are you paid for each week?**

WORK HOURS	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2001
Zero	34%	41%	39%	35%	28%	33%
1 to 9	4%	3%	3%	5%	6%	7%
10 to 19	11%	10%	10%	12%	13%	14%
20 to 29	15%	15%	15%	15%	17%	17%
30 to 39	11%	9%	10%	13%	13%	10%
40 or more	25%	23%	25%	20%	23%	19%
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

## Comments

- The percentage of non-working students has dropped in the past five years from 41% to 33%.

**If you are receiving any financial aid this term, please mark all that apply:**

FINANCIAL AID (% "YES")	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
BOG Waiver	--	--	36%	35%	37%	43%
SEOG	--	--	2%	4%	3%	4%
Scholarship	--	--	2%	2%	3%	4%
Cal Grant	--	--	4%	3%	7%	8%
Pell Grant	--	--	12%	12%	13%	15%
Work Study	--	--	2%	4%	5%	6%
Loan	--	--	1%	2%	2%	2%
Other	--	--	3%	9%	4%	4%

## Comments

- Columns do not sum to 100% because students marked all types of financial aid they received.
- Percentages of students self-reporting specific types of financial aid have remained steady over the past four years, with an increase in BOG waivers in 2002.

**Have you worked with a counselor to develop a Student Educational Plan?**

SEP	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Yes	--	54%	58%	54%	61%	59%
No	--	47%	42%	46%	39%	41%
No Response	--	38	157	116	98	78
Total Surveys Returned	--	2,538	2,897	2,750	2,278	2,886

## Comments

- The percentage of students reporting they have developed an SEP has remained fairly stable at about 60%.

# 1. Demographic Items

## What is your educational goal?

EDUCATIONAL GOAL	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Transfer with AA	--	40%	41%	44%	43%	44%
Transfer without AA	--	26%	23%	22%	22%	25%
Vocational AA/AS	--	6%	12%	4%	4%	4%
General education AA/AS	--	5%	5%	8%	9%	9%
Vocational certificate	--	9%	8%	7%	7%	7%
Improve job skills	--	2%	4%	3%	3%	2%
Gain skills for new job	--	4%	4%	4%	3%	3%
Personal interest	--	5%	6%	6%	7%	5%
Improve English or Math	--	3%	3%	3%	3%	2%
No Response	--	65	127	161	227	230
Total Surveys Returned	--	2,538	2,897	2,750	2,278	2,886

### Comments

- The percentage of students with each educational goal has remained relatively steady.

## Are you taking classes anywhere else this semester? If yes, where?

CLASSES ELSEWHERE	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Yes	--	--	5%	4%	6%	6%
No	--	--	95%	96%	94%	94%
No Response	--	--	117	295	101	137
Total Surveys Returned	--	--	2,897	2,750	2,278	2,886

### Comments

- The percentage of students reporting they have are taking classes elsewhere is about 6%.

OTHER SCHOOL	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
High school	--	--	1%	1%	1%	1%
Four-year university	--	--	2%	1%	1%	1%
Another community college	--	--	1%	1%	2%	2%
Other	--	--	1%	1%	2%	1%

### Comments

- Columns may not sum to the percentages in the previous table due to rounding error.
- In previous surveys, the most frequent "other" community college listed has been Pasadena City College.

# 1. Demographic Items

## What was your father's education level when you started at GCC?

FATHER'S EDUCATION	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
No high school diploma	--	--	--	20%	--	20%
High school diploma	--	--	--	24%	--	24%
Some college	--	--	--	15%	--	14%
2-year degree (AA)	--	--	--	5%	--	5%
BA or higher	--	--	--	24%	--	26%
I don't know	--	--	--	12%	--	11%
No Response	--	--	--	99	--	68
Total Surveys Returned	--	--	--	2,651	--	2,886

## What was your mother's education level when you started at GCC?

MOTHER'S EDUCATION	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
No high school diploma	--	--	--	22%	--	20%
High school diploma	--	--	--	27%	--	28%
Some college	--	--	--	15%	--	17%
2-year degree (AA)	--	--	--	7%	--	8%
BA or higher	--	--	--	20%	--	20%
I don't know	--	--	--	9%	--	8%
No Response	--	--	--	95	--	70
Total Surveys Returned	--	--	--	2,655	--	2,886

## Summary of First-Generation Status

STUDENT STATUS	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
First-Generation College Student	--	--	--	42%	--	40%
One or Both Parents Attended College	--	--	--	58%	--	60%

### Comments

- Because of its nature as a classroom survey, the survey oversamples full-time students, and the percentage of first-generation students may be underestimated here.
- The percentage of first generation students is approximately 40%.

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# 1. Demographic Items

## What is your residential ZIP code?

RESIDENCE	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Glendale		52%	48%	46%	--	53%
Eagle Rock		7%	7%	8%	--	2%
Los Angeles		12%	12%	15%	--	18%
Burbank		9%	9%	8%	--	11%
Montrose/La Cañada/Tujunga		8%	8%	7%	--	6%
Pasadena/Altadena/S. Pasadena		2%	2%	3%	--	2%
Other		10%	12%	14%	--	9%
No Response		56	47	122	--	225
Total Surveys Returned		2,538	2,897	2,651	--	2,886

## What is your work ZIP code?

RESIDENCE	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Glendale	--	--	--	35%	--	46%
Eagle Rock	--	--	--	4%	--	1%
Los Angeles	--	--	--	20%	--	23%
Burbank	--	--	--	8%	--	10%
Montrose/La Cañada/Tujunga	--	--	--	4%	--	3%
Pasadena/Altadena/S. Pasadena	--	--	--	6%	--	5%
Other	--	--	--	22%	--	12%
No Response	--	--	--	1,293	--	1,697
Total Surveys Returned	--	--	--	2,651	--	2,886

## Residence and Work Summary, 2002 Survey

RESIDENCE	WORK	
	In Glendale	Outside Glendale
In Glendale	34%	16%
Outside Glendale	10%	39%

### Comments

- The college draws a small number of students (about 10% of credit students) who live outside Glendale but work in Glendale.

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## 2. Technology Items

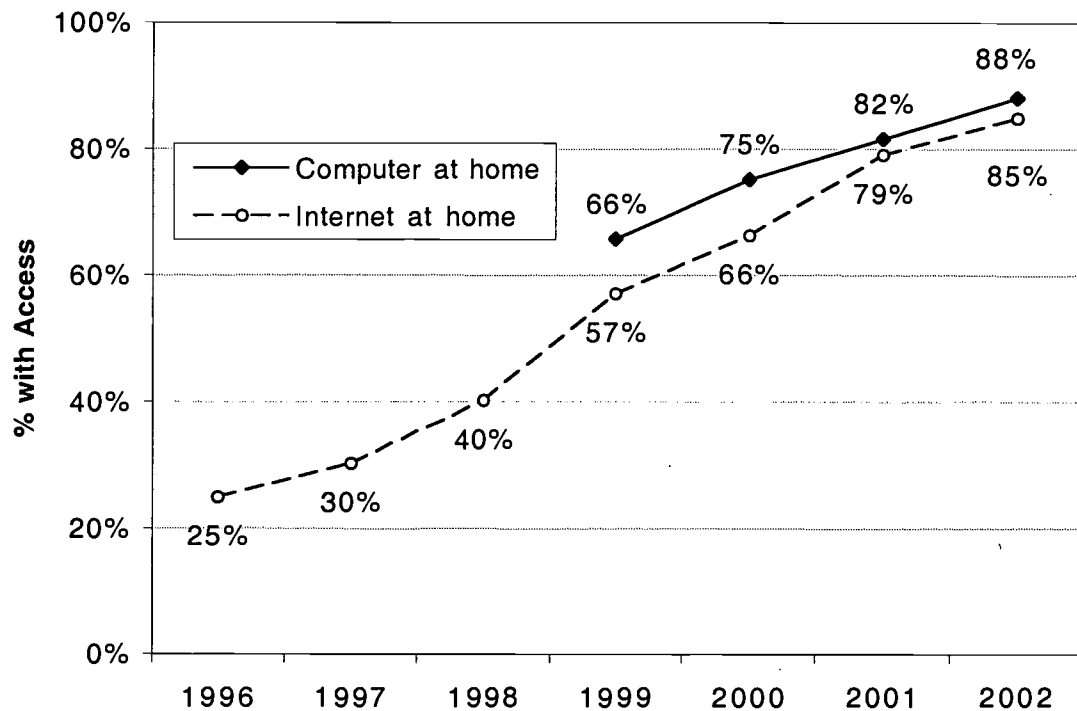
### Computer and Internet Summary

STUDENTS WITH ACCESS	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Students with computer at home	--	66%	75%	82%	88%	89%
Internet access at home	30%	40%	57%	66%	79%	85%
Internet access at work	--	24%	31%	34%	40%	45%
Internet access at home or work	30%	49%	60%	71%	81%	87%

#### Comments

- The college has tracked student computer and Internet access since 1996.
- Internet access has increased dramatically in the past six years.
- Survey results are more representative of full-time student characteristics (see the Appendix on page 14), so these results probably overestimate computer and Internet access by a small amount.
- The gap between computer access at home and Internet access at home has become almost non-existent (nearly all students with home computers have Internet access).

Computer and Internet Access



## 2. Technology Items

### Have you used the GCC web site to check class cancellations?

CHECK CANCELLATIONS	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Yes	--	--	--	21%	18%	43%
No	--	--	--	79%	82%	58%
No Response	--	--	--	69	84	74
Total Surveys Returned	--	--	--	2,750	2,278	2,886

#### Comments

- Daily class cancellations are posted on the GCC web site.
- Over 40% of students have checked class cancellations on the web, but they report doing so infrequently (most checked once a semester or once a month, not weekly or daily).

### Did you buy any books online from GCC this semester?

ONLINE BOOKS	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Yes	--	--	--	--	8%	13%
No	--	--	--	--	92%	87%
No Response	--	--	--	--	76	42
Total Surveys Returned	--	--	--	--	2,278	2,886

#### Comments

- Just over 13% of students reported buying books from GCC online in Spring 2001.

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### 3. Satisfaction Items

**Did you have any problems getting any classes this semester?**

PROBLEMS	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Yes	23%	23%	22%	15%	23%	29%
No	77%	77%	79%	85%	77%	71%
No Response	24	24	84	134	64	29
Total Surveys Returned	2,458	2,538	2,897	2,750	2,278	2,886

#### Comments

- Students who fail to return after one semester at GCC commonly report they had trouble getting classes, because classes were full or not scheduled when they could take them. However, a majority of students enrolled during the spring did not have problems getting any of their classes.

**If "yes," please indicate which problems you had getting classes.**

PROBLEMS	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
A class was full	--	77%	67%	74%	--	75%
A class was not offered when I wanted to take it	--	83%	46%	21%	--	33%
A class I wanted was not offered this semester	--	19%	10%	5%	--	18%
Other reason	--	10%	7%	5%	--	12%

#### Comments

- Students report full classes to be the most common problem in getting classes

**Is the Schedule of Classes available each semester in time for you to schedule and get your classes?**

SCHEDULE AVAILABLE	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Yes	--	82%	83%	83%	--	81%
No	--	18%	18%	17%	--	19%
No Response	--	125	196	170	--	65
Total Surveys Returned	--	2,538	2,897	2,750	--	2,886

#### Comments

- Over 80% of students report the Schedule is available in time to plan classes.

### 3. Satisfaction Items

#### Which semester length do you prefer?

SEMESTER PREFERENCE	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
15 weeks	--	--	--	--	--	63%
18 weeks	--	--	--	--	--	21%
longer than 18 weeks	--	--	--	--	--	3%
shorter than 15 weeks	--	--	--	--	--	14%
No Response	--	--	--	--	--	265
Total Surveys Returned	--	--	--	--	--	2,886

#### Comments

- Confirming an earlier survey, students prefer a 15-week semester to an 18-week semester.
- 14% of respondents said they would prefer a semester shorter than 15 weeks.

#### Are you moving as quickly as possible toward your educational goal?

MOVING TOWARD GOAL	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Yes	--	--	--	--	73%	76%
No	--	--	--	--	27%	24%
No Response	--	--	--	--	102	96
Total Surveys Returned	--	--	--	--	2,278	2,886

#### Comments

- A majority of students indicated they were moving as quickly as possible toward their goal. However, 24% said they were not.
- This item also asked why they were not moving quickly toward their goal. The most common response was having a part-time or full-time job and not taking classes full-time.



### 3. Satisfaction Items

Which of the following influenced your decision to enroll at Glendale College?

REASON (% "YES")	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Information received in mail	--	--	--	--	--	14%
Ad in high school newspaper	--	--	--	--	--	3%
Radio ad	--	--	--	--	--	1%
Movie theater ad	--	--	--	--	--	1%
TV ad on MTV/VH1/CNN/ESPN	--	--	--	--	--	1%
Electronic sign	--	--	--	--	--	2%
GCC web site	--	--	--	--	--	6%
Slide presentation	--	--	--	--	--	1%
Visit to high school	--	--	--	--	4%	8%
Advice from high school teacher	--	--	--	--	--	5%
Advice from high school cnslr	--	--	--	--	--	9%
Advice from family/friends	--	--	--	--	--	40%
Distance from home	--	--	--	--	70%	46% *
Academic quality	--	--	--	--	31%	15%
Course offerings	--	--	--	--	25%	18%
Academic calendar	--	--	--	--	--	8%

\*The Spring 2002 survey offered more choices, so it is difficult to make reliable comparisons between Spring 2001 and Spring 2002 results. It is likely that "distance from home" did not decline as substantially as it appears; the decline was probably due to the format of the question.

#### Comments

- Columns do not sum to 100% because students marked all that applied.
- The most common reasons cited for coming to GCC were its proximity to the student's home and the advice of family and friends.

How would you rate the following aspects of your education at GCC?

% "EXCELLENT" OR "GOOD"	Survey					
	Spring 1997	Spring 1998	Spring 1999	Spring 2000	Spring 2001	Spring 2002
Preparation for study at GCC	--	70%	71%	73%	69%	71%
Faculty concern for students	--	65%	71%	63%	60%	60%
Helpfulness of GCC counselors	--	--	--	--	--	57%
Education you are getting at GCC	--	--	--	--	81%	79%
Student life (clubs, ASGCC)	--	--	--	--	35%	49%
Facilities at GCC	--	--	--	--	--	68%
GCC's 15-week semester	--	--	--	--	--	73%
GCC's web site	--	--	--	--	--	75%
GCC's kiosks	--	--	--	--	--	62%
Quality of computer labs	--	--	--	--	59%	70%
Availability of computers	--	--	--	--	53%	62%
Use of computers in classes	--	--	--	--	47%	57%
General quality of technology	--	--	--	--	59%	69%

#### Comments

- The percentages refer to the percentage of respondents marking the item "excellent" or "good."
- Student satisfaction is highest for the overall quality of education.
- Student satisfaction is lowest for student life.
- Several technology-related indicators increased from 2001 to 2002, including use of computers.

## Appendix: Method

In Spring 2002, 2,886 students responded to the annual spring survey. This is a 27% increase from the previous spring. Surveys were administered to all students in classes in session on Wednesdays at either 11:00 am or 7:00 pm. This sampling practice has been used in all administrations of the survey, with days and times changing each year. Alternative sampling methods, such as random sampling, generally result in a smaller response rate and are less practical to conduct.

Demographically, survey respondents were close to the overall student body enrolled in Spring 2002. However, as is typical with classroom surveys, full-time students were sampled at a higher rate than part-time students because students taking more classes had a greater probability of taking a class meeting at the sample time. The following tables show demographic information comparing survey respondents to all students enrolled in Spring 2002.

SEX	2002 Spring 2002	
	Respondents	Students
Female	61%	60%
Male	39%	40%
Number	2,278	16,621

AGE	2002 Spring 2002	
	Respondents	Students
Under 18	1%	2%
18 to 21	43%	36%
22 to 25	17%	18%
26 to 30	11%	12%
31 to 40	16%	18%
41 to 50	9%	10%
Over 50	4%	5%
Number	2,886	16,621

ETHNICITY	2002 Spring 2002	
	Respondents	Students
American Indian	0%	0%
Asian	15%	10%
Black	2%	3%
Caucasian	57%	55%
Hispanic	19%	25%
Filipino	5%	6%
Other	3%	1%
Number	2,886	16,621

FULL-TIME	2002 Spring 2002	
	Respondents	Students
Full-Time	46%	28%
Part-Time	54%	72%
Number	2,886	16,621

The survey was printed two-sided on legal-sized paper, and it was designed to take less than 20 minutes to complete. The 2002 survey was conducted during the two-week period between May 6 and May 17. Survey forms were distributed to the instructors of all the sampled classes, accompanied by a letter indicating the purpose of the survey. Instructors were asked to pass out the survey forms in class and to collect the forms, returning them to a specified box in the campus mailroom.

Surveys were distributed to 197 classes and forms were returned from 137 classes, for a class response rate of 70%. The total number of surveys returned in 2002 was 2,886. The forms were scanned into a database. Scanning and data analysis were conducted by Research & Planning Unit staff.



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